The World of
YAMAHA

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Yamaha Corporation's Global Newsletter

COVER STORY

Yamaha in the Spotlight at Major International Expos

Yamaha took part in three world-class trade expo events earlier this year, the Frankfurt Music Messe from March 3 to 7, the information and communications equipment expo CeBIT '99 from March 18 to 24 in Hannover, Germany, and "CALM EXPO '99" (China Audio, Light, Music exhibition) in Beijing from May 13 to 16. Products on show included musical instruments, professional audio, CD-R/RW, PC speakers, XG related products, and routers. At each of the venues the Yamaha booths attracted much industry attention. The events offered an excellent opportunity for a "global Yamaha" to make a strong appeal.

(❶-❸Frankfurt Music Messe)
❶A flamboyant demo performance by the Silent Strings
❷The electronic instrument booths organized by individual category prove popular.
❸An endless throng try out the grand piano.
❹At CeBIT, Yamaha's extensive product line-up of information equipment attracts plenty of attention.
❺China's largest musical instrument show, CALM EXPO '99 sees the world's most famous brands side by side.
❻Drum artist Akira Jimbo draws a huge following in Beijing.

Frankfurt Music Messe

The world s largest music industry trade show, the Frankfurt Music Messe, was held this year from March 3 to 7. The number of companies exhibiting was 2,044, while total visitor numbers for the week topped 96,000. Yamaha adopted the slogan Yamaha Goes EUROpe for the event. The Silent Brass Quintet and Silent Strings Quartet performers created a lot of interest with their flamboyant demonstrations, while world-famous artists showcased vibraphones and marimbas, helping to reinforce Yamaha s image as a superior quality percussion maker. The acoustic and electronic instrument main booth as well as the professional audio booth offered visitors a hands-on experience of many products, setting a positive tone heading into the new fiscal year.

Yamaha Shows Its Wares at CeBIT '99

CeBIT 99, the world s largest information and communications equipment trade expo, was held from March 18 to 24 in Hannover, Germany. CeBIT has become a stage on which the world s leading computer-related companies showcase their latest products and technology. The seven-day spectacle continues to grow in scale every year, this year attracting 7,341 exhibitors and more than 600,000 visitors. Yamaha set up its booth inside the expo hall among the many competing firms who jostled for attention, emphasizing the global orientation and presence of its business. This year Yamaha increased its booth area to some 200m². Its extensive range of products attracted a lot of interest, starting with the new flagship model of its CD-R/RW drive line-up. Also given prominence were Yamaha s range of PC speaker systems, XG related products, and remote routers.

CALM EXPO '99 a Hit in Beijing

The largest-scale musical instrument trade show ever held in China, CALM EXPO 99 (China Audio, Light, Music exhibition), was held at the Beijing Exhibition Center from May 13 to 16. The event boasted 203 exhibitors and 60,000 visitors, as the world s most famous brands were lined up side by side. Yamaha was represented at the show by Tianjin Yamaha Electronic Musical Instruments, Inc. and Yamaha Trading (Shanghai) Co., Ltd. Their booth not only featured displays of merchandise such as pianos, electronic keyboards, guitars, drums and recorders, but also included a variety of demonstrations. The Yamaha area constantly attracted a swarm of fascinated visitors. One of the standout attractions was a drumming demonstration by Akira Jimbo. The performance proved so popular that people were even spilling out onto the passageways in an attempt to catch a glimpse. A large number of music industry people from China and abroad visited the booth, making it a truly global Yamaha occasion.

MEETING

2nd Nationwide Dealer Meeting in China

Yamaha Trading (Shanghai) Co., Ltd. and Xiaoshan Yamaha Musical Instrument Co., Ltd. staged the 2nd Nationwide Dealer Meeting in China from March 18 to 20 in the city of Hangzhou. Sixty dealers were represented as a total of 128 people gathered for the event. The meeting program included a piano concert and performance workshops by Xu Zhong, technology seminars, and a tour of the Xiaoshan Yamaha factory. The meeting proved very fruitful, with the program being designed to strongly impress upon the dealers Yamaha s commitment to China, and sketch a road map for the musical instrument business in China into the next century.

The main meeting hall layout encircling the participants with grand and upright pianos

PIANO

China's Leading Pianist, Xu Zhong, Chooses CFIIIS

Xu Zhong made a recording at the China Conservatory of Music in Beijing on March 24, which is to be used for an upcoming VCD release. Xu has been performing on the world stage, and currently enjoys the status of China s most famous and talented popular concert pianist. For the recording session he went to the trouble of bringing his beloved CFIIIS 1,500 km from the Shanghai Conservatory. Despite the late arrival of the piano, the recording was completed successfully within a very tight schedule. Xu s concentration, together with the dedication of the technical staff and the reliability of the CFIIIS, all contributed.

Xu Zhong recording with the CFIIIS

PIANO/MANUFACTURING

Xiaoshan Yamaha Celebrates 2nd Anniversary

On March 18 Xiaoshan Yamaha Musical Instrument Co., Ltd. celebrated the second anniversary of its establishment. To mark the occasion, the company organized a superbly received piano concert by Xu Zhong at Hangzhou City s Music Hall. Representatives of the cities of Hangzhou and Xiaoshan were invited to attend. Since its start of operations in October 1998, Xiaoshan Yamaha has reached its initial production target of 100 units per day, shipping its output as planned to overseas piano assembly factories. The firm now employs 400 people, and has set production targets of 140 units/day and 34,000 units/year, with the whole staff having a renewed sense of purpose. This year also sees the kick-off of the company s ISO9000 series program, as it works to transform itself from Xiaoshan Yamaha of China to being the world-renowned Xiaoshan Yamaha at the earliest possible stage. The company wants to play a significant role in the spread of music throughout China.

Xiaoshan Yamaha kicks off its ISO9000 series campaign.

MANUFACTURING

Work Under Way on YMMI Expansion

Despite the Asian economic crisis and disruption caused by the presidential election, Yamaha s Indonesian operations continue their course of healthy development. A reflection of this is the 4th phase of expansion at P.T. Yamaha Music Manufacturing Indonesia (YMMI), where construction work commenced on February 25. The project is making good progress towards a completion target in late November for a new four-story factory building. In May the company hosted a documentary crew from Japanese NHK television, who featured YMMI as a Japanese company that is battling on in the face of difficult conditions. After the new facilities begin operation, YMMI will have a total guitar capacity of 400,000 units, with drums reaching an annual 50,000 sets, as the firm continues to build its product line-up to supply world markets.

The new four-story building due for completion in late November

MEETING

President Ishimura Addresses YCA Meeting

Yamaha Corporation of America (YCA) held its annual Corporate Kick-off Meeting on April 28. This year was the first time that Yamaha Corporation President Ishimura has travelled from Japan to attend the meeting. In his address to the 120 management attendees representing all divisions and subsidiaries, he praised the outstanding efforts and teamwork shown by all YCA staff and associates. YCA s President Egawa followed by emphasizing that YCA needs to grow in the Music Business, Non-Music Business and the New Business Group. The key, he said, was being the winner in all three businesses.

YCA President Egawa (left) with Yamaha Corporation President Ishimura

Piano and Computer Training Boost Children's Math Level according to UC Irvine Study

Taking piano lessons and solving mathematical puzzles on a computer significantly improves specific math skills of elementary school children, according to a recent study. The research project was carried out at the University of California at Irvine (UCI), led by physics professor emeritus Gordon Shaw, and is the latest in a series that links musical training to the development of higher brain functions.

Researchers worked with 135 second-grade elementary school students in Los Angeles, who were given four months of piano keyboard training, as well as time playing with newly designed computer software. The results showed that the group scored 27 percent higher on proportional math and fractions tests than other children. Piano instruction is thought to enhance the brain s capacity for spatial-temporal reasoning, or the ability to visualize and transform objects in space and time, Shaw said. Reading music helps visual understanding of ratios and fractions, while playing the piano is believed to improve reasoning abilities. For further details on this study, please refer to the press release posted on UCI s website at ***<http://www.communications.uci.edu/99releases/030ad99.html>***

PIANO

Yamaha Pianos Make a Big Impact in Spain

Zoltan Kocsis Does Iberian Tour with CFIIIS

Hungarian pianist Zoltan Kocsis, who is looked to as one of the piano world's leading lights into the next century, completed a successful nine-city concert tour of Spain and Portugal in February. The official piano chosen for the tour was none other than Yamaha's CFIIIS. It was Kocsis' strong desire to play a concerto on the CFIIIS, a piano so much beloved by the late, great Sviatoslav Richter, whom he very much respected. The tour made this dream a reality. After the end of the tour, Kocsis made the following comments. "It was truly wonderful that we could realize the Iberian tour with a Yamaha CFIIIS. By taking advantage of this perfect instrument and perfect support services, I was able to devote myself entirely to playing since I felt reassured no matter where we went. For a pianist such as myself who goes on tour, this is an absolutely crucial thing."

A concert played by Zoltan Kocsis in Madrid

The specially consigned support truck used on the tour

Canary Islands Music Conservatory Purchases 21 Yamaha Pianos

In January, Yamaha-Hazen Electrónica Musical S.A. (YH) shipped a major consignment of pianos to the Conservatory of Music of Santa Cruz de Tenerife in the Canary Islands, a Spanish-administered archipelago off the west coast of Africa. The total of 21 consisted of one CFIIIS, nine C5 grand pianos and 11 U3 upright pianos. The large order shows how highly Yamaha pianos are regarded at the conservatory. The professor, Jesus A. Rodriguez Martin, gave some insight into the institution's choice. "I am extremely happy that we were able to choose these pianos for our conservatory. Each one of Yamaha's pianos is finely balanced, and there is absolutely no discrepancy in quality. In actual fact, when choosing our CFIIIS it was difficult to decide on which one to get."

Professor Jesus A. Rodriguez chooses the CFIIIS at Yamaha Musique France S.A. (YF).

Eight Grands Open Spanish Music Awards

The 3rd Spanish Music Awards Ceremony, Spain's equivalent of the "Grammies," was held in Madrid on April 22. The awards are organized jointly by the General Society of Composers and Arrangers of Spain (SGAE) and the Society of Performers and Musicians of Spain (AIE). This gala event was opened spectacularly with a performance by eight pianists playing eight Yamaha grand pianos (CFIIIS, C7, C6, C5, C3). Watched live by many of Spanish music's top celebrities, it received rapturous applause from the audience. The performance was the brainchild of famous Spanish pianist Horacio Icasto, who communicated his wish to stage a performance involving several pianos at Spain's premier musical event. As one of the sponsors of the overall event, local agent Hazen company was pleased to supply the pianos to help his plan come to fruition. The awards ceremony was broadcast by Television Española (TVE), allowing music fans all around Spain to share in the festivities.

Eight Yamaha grand pianos adorn the opening of the Spanish Music Awards.

DRUMS

YK Drum Dealer Day at Abbey Road

Yamaha-Kemble Music (U.K.) Ltd. (YK) held its 5th annual "Drum Dealer Day" on April 27 at Abbey Road Studios, world famous for the Beatles' recordings, and not normally a venue that music trade people would have a chance to see for themselves. Fifty of YK's main drum dealers took part, with about 100 people attending. The day featured demonstrations by top British session drummers Mark Mondesir and Simon Hanson of products including Birch Custom Absolute, DTXPRESS, Hipgig Kit and DP Kit. The program presented Yamaha as "the drum company," becoming the most successful drum dealer event ever for YK. It cemented the company's relationship with the dealers, setting the stage for a positive drum business in 1999.

The participating drum dealers in front of the Abbey Road Studios

PROFESSIONAL AUDIO

South African Broadcasting Gets 03D Consoles

The South African Broadcasting Corporation (SABC) in Johannesburg recently took delivery of twelve Yamaha 03D digital mixing consoles for use in their radio and television studios around the country. The major reason for adopting the 03D was its built-in automated memory function, whereby units installed in provincial studios could be managed by the central headquarters.

SABC senior systems designer Mr. Gelafand Kausiyo (left) and Yamaha pro-audio dealer Mr. Kevin Manas

The SABC broadcast center

'99 Wind Instrument Karaoke Championships

The 1999 Wind Instrument Karaoke Championships, a unique event in which wind instrument performers compete to the backing of karaoke-style music, was held in Tokyo's fashionable Harajuku district on March 28. The contest drew a variety of genres and styles, with the amateur Japanese players being given a free rein to let the audience enjoy the music and spectacle. A special judging panel was assembled for the competition, including world-renowned trumpeter Terumasa Hino, who judged not only on musical content but also costume and overall presentation. The 14 contestants, who had successfully negotiated the preliminary competitions held around Japan involving 1,200 people, all demonstrated their flair and skill, proving a lot of fun for the audience. Both the organizers and players were more than pleased with the positive response.

Competition winner Mr. Kenta Niwa in full costume and make-up to go with the traditional Japanese ballad he performed, "Yukiguni"

Results from our Questionnaire on Sound — Part1

Countries' Images Expressed Through Sounds

In our last issue we included a "Questionnaire on Sound." The questions were about sounds associated with various things and the way of listening to various sounds. We are most grateful for the wonderful response to our questionnaire from so many readers. Starting from this issue, we will run a series of three features presenting a summary of the results. For part one, we focus on "the sounds associated with each country." Let's begin by looking at what the questionnaire respondents said about the sounds of their own countries.

One's own country brings to mind the sound of cars

When we asked what sounds are most representative of one's own country (or city) the reply most frequently received was "the sound of cars." It was a common response from people in all of the countries surveyed. Some of the reasons for such an outcome are probably that most of the respondents live in cities and go to and from work daily.

However, even if the common answer is "the sound of cars," if we took a more detailed look we would find that in fact there are a variety of sounds, such as engine noise, horns and traffic jams. For example all of the respondents from India gave the answer of "car horns." In the case of Panama though, for the same automobile sounds we got the particular answer of "bus sounds." The sound of traffic jams covers engines being revved, horns screeching and even the bustle of people. One can easily imagine the kinds of noises found in each country.

While a man-made sound, the sound of automobiles, accounted for a large proportion of those mentioned, a lot of natural sounds were also given. Wind in Canada, rain in Indonesia (east Java), and water flowing down the Yellow River in China are some examples. And animal calls, including elephants in Thailand, cattle in Argentina, birds in France and Britain and seagulls in Sweden, had as many variations as there were countries.

Gamelan(Indonesia)

A country's image represented by a musical instrument

Yamaha has local affiliate companies in 22 countries, to which were added two more countries that have Yamaha representatives. These together formed our survey sample, whom we asked about each country's image in terms of sounds.

Amongst the replies a conspicuous pattern emerged. That was, when asked about the sounds associated with another country a great many people gave the name of a musical instrument. It is reasonably likely that this was due to the survey being conducted mainly among people connected with Yamaha. Castanets for Spain, sitar for India, bagpipes for Britain, France's accordion, and America's banjo were some common examples. Gamelan for Indonesia though, is getting quite specialized. In a separate question, the answer elicited most often in response to "the sound of Japan" was koto. Apart from musical instrument names, particular styles of music or band associated with a specific country were also given. It is surely a reflection of everyone's depth and breadth of knowledge about instruments and music.

Agreement and disagreement

The instances where both the people of a country and people from other countries agreed about a typical sound for that country were "Big Ben's chimes" for Britain, "Peking Opera" for China, the call of "Ole!" for Spain, people laughing and talking for Italy, and Buddhist mantras for Thailand. They each express well the unique characteristics of their country.

In contrast, an example where the internal and external images didn't fit was the United Arab Emirates, where "car sounds" were the local image, versus "the sound of prayers" as the outside image. Other such examples of large differences in perception were "bus sounds" versus "ship's horns" for Panama, and "the sound of drums and bells" versus "the sound of gunfire" for Vietnam. It's good to know that Vietnamese people don't see "gunfire" or "bombs" as typical sounds of their country!

Of the 22 countries and regions we included, many respondents picked Spain or Brazil in their answers, perhaps suggesting how easy it is to conjure up the sounds of these places.

Since we received replies from so many people we are unfortunately unable to show you the answers from many of the respondents. However, in Table 1 you can see many of the main kinds of responses summarized.

In our next issue, we will look at the answers relating to "sounds invoking our sensibilities."

Typical Sounds Associated With Each Country (Table 1)

Country Name	Sounds of your own city/country	What foreigners regard as typical sounds
USA	Cars, waves (California), a golf ball being hit (Michigan)	Cheering sports fans, banjo, gunfire
Japan	Trumpet at a festival, whistling wind(Hamamatsu)	Koto, bullet trains, subway trains
China	A bustling marketplace, gongs and drums, Peking Opera	Peking Opera, firecrackers
UK	Cars, birds singing, Big Ben s chimes	Big Ben s chimes, bagpipes
Indonesia	Gamelan (folk instrument), voices of prayer, cars	Gamelan, bamboo
Singapore	Construction sites, transportation	Waves, fountains, cars
Taiwan	Cars, drums and other traditional instruments	Cars, food frying in a wok
France	Birds, cars and planes, accordion	Accordion, church bell
Germany	Ships, cars, planes, trains	Beer glasses clinking, oompah band
Malaysia	Traffic jams, running water	Prayer
Australia	Tram bells, bird calls	Kangaroos and sheep, aboriginal music
Brazil	Percussion instruments, cars	Samba, soccer matches
India	Car horns	Sitar, elephant and tiger calls
Italy	Traffic jams, people laughing	Scooters, people talking
Mexico	Guitars, mariachi, cars	Mariachi, bullfights
Panama	Buses and cars	Ship s horns
Spain	Cars, Ole! , waves, people chatting	Castanets, flamenco, bullfights
Thailand	Mantras, elephants, taxi engines	Mantras, elephants, traffic jams
UAE	Cars	Prayer
Vietnam	Drums, bells	Gunfire, bombs, flutes
Canada	Sounds of the wind and ocean, animal calls	Animals, wind in the forest
Sweden	Seagulls, cars	Skiing
Argentina	Cattle	Tango, animals
Paraguay	Percussion instruments	

Country List (24 countries / 136 questionnaire respondents)

USA	20	India	3
Japan	13	Italy	3
China	12	Mexico	3
UK	12	Panama	3
Indonesia	9	Spain	3
Singapore	9	Thailand	3
Taiwan	7	UAE	3
France	6	Vietnam	3
Germany	6	Canada	2
Malaysia	6	Sweden	2
Australia	3	Argentina	1
Brazil	3	Paraguay	1

A sound associated with Taiwan:
"The sound of food being fried in a Chinese wok"
(Rie Okada, Yamaha)

A sound associated with France:
"The sound of a wine bottle cork being pulled"
(Paul Astbury, YMA)

A sound associated with France:
"The sound of a kiss"
(Mahendran Arumugam, YEM)

Top Artists Favor Yamaha

Yamaha Trombones a Favorite of the Vienna Philharmonic

The Vienna Philharmonic stands alone as the last of the world s great orchestras to maintain its own distinctive sound. While other ensembles have gradually acquired a similar international style, Vienna has held on to its unique traditions. Obviously the members of this orchestra place a very high value on tone quality, and so we are especially proud to see a large number of Yamaha instruments in their wind section.

Though many of the musicians use special Vienna models designed specifically for the Viennese sound, trombonists Rudolf Josel and Dietmar Kuebelboek have both purchased modern style YSL-882U tenor/bass trombones (domestic models) during tours of Japan. They are enthusiastic about their instruments and praise the superior tone qualities and resonance of the sound. And an extremely responsive nature makes it possible for a modern trombone to blend in with the traditional style of the Vienna Philharmonic.

Professor Rudolf Josel (left) and Mr. Dietmar Kuebelboek

Canadian Brass Workshops - Educational & Fun

The world-renowned Canadian Brass have been giving a series of master classes at leading music schools sponsored by Yamaha. These Performance Clinics were created to better prepare the artists of the future to deal with the rapidly changing musical world. Classes given at the Eastman School of Music and the University of Toronto featured mini-concerts demonstrating the effectiveness of original and creative programming. These were followed by workshops where student ensembles were coached by the members of the CB. The Brass shared many of the secrets behind their phenomenal success, and stressed the importance of communicating with and entertaining audiences.

(Left)The CB workshop at the University of Toronto attracted 600 people.
(Right) Members of The Canadian Brass

Backbeat Win International Chamber Music Competition

Recently the British percussion quartet Backbeat won the grand prize at the Osaka Chamber Music Festival using Yamaha instruments. The Osaka competition has entries coming from around the world (this year s entries came from 46 different countries) and after initial screenings 21 groups of finalists competed at the festival.

Talented and charismatic young soloist Simone Rebello (a Yamaha artist) led Backbeat to victory and in addition to cash prizes, Backbeat will receive a 10-city return tour of Japan. Backbeat credit their Yamaha percussion instruments as a major factor in their victory.

Backbeat's performance. At far right is group leader Simone Rebello.

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